

VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE SPECIFICATION:

The paragraph beginning at line 26 of page 7 has been amended as follows:

The user computer 12 is controlled by suitable software, including network communication and browser software to allow a user to request, receive, and display information (or content) from or through a content provider computer 14 on the network system 10. In preferred embodiments, the user computer employs a program, such as a browser, for displaying content received from a provider computer 14. Typical browsers, such as, for example, one generating the Internet browser [22] page 23 shown in Figure 2, include a variety of user operable functions that facilitate the user's control of their communication path through a network, to control the user's access to content available on the network. Some of the typical user operated functions include, but are not limited to, Back 24, Forward 26, Home 28, an Address Location Slot 30, Bookmark 32 and Favorite Links 34 (not shown). These functions are depicted as link keys on the browser page 23 as shown in Figure 2.

The paragraph beginning at line 20 of page 8 has been amended as follows:

The content provider computer 14 may comprise any suitable network device capable of providing content (data representing text, hypertext, photographs, graphics, video and/or audio) for communication over the network. In preferred embodiments, the provider computer comprises a programmable processor capable of operating in accordance with programs stored on one or more computer readable media [24] 18 (for example, but not limited to, floppy disks, hard disks, random access memory RAM, CD-ROM)[,] to provide content for communication to a user computer 12. The provider computer may comprise, for example, but is not limited to, a personal computer, a mainframe computer, network computer, portable computer, personal data assistant (such as, a 3Com Palm Pilot), or the like. The provider computer 14 may include one or more internal data storage devices (not shown) for storing content for communication to a user computer 12. Alternatively, or in addition, the provider computer 14 may be coupled to an external data storage device, computer, or other means, generally represented at [26] 17, from which the provider computer 14 may obtain content for communication to a user computer 12. In one embodiment, the external device [26] 17 may comprise a further network device coupled in the network 16.

The paragraph beginning at line 25 of page 10 has been amended as follows:

By directing traffic, preferred embodiments of the instant invention generate traffic for other web sites, web site collections, pages and other network (or, preferably, Internet) properties, such as, for example, www.apple.com, www.webjump.com. The direction of the traffic allows existing traffic on network sites to be [leverage] leveraged such that traffic to new destinations can be amplified. While embodiments of the invention may apply to various forms of communication networks, for purposes of simplifying the present disclosure, preferred embodiments are described herein, primarily with relation to the Internet. However, insofar as the claims are not limited by express language requiring the Internet environment, such claims are not intended to be limited to involve the Internet as the communication network.

The paragraph beginning at line 1 of page 14 has been amended as follows:

In preferred embodiments, the traffic controlled link 50 is a hyperlink written, for example, in HTML language, that connects the user to another page of information, wherein the page that the user is connected to is predetermined by the provider computer 16. The traffic controlled link 50 is coupled to one of the browser's functions that are operable pursuant to the modified set of rules created by the traffic control program. The hyperlink destination may be a part of the web site that the user is currently visiting, an entirely new site, or a prior destination that the user has previously visited. Traffic controlled links 52 can be coupled to or associated with any function of the browser desired to be controlled, including, but not limited to, Back 24, Forward 26, Home 28, Address Location Slot 30, Bookmark 32, Favorite Links 34, Exit [42] 54, and the operation of opening a new browser window.

The paragraph beginning at line 21 of page 14 has been amended as follows:

For instance, and as illustrated in Figure 4, the Back 24 function and the Exit [42] 54 function of the browser are traffic controlled links 50, and thus, subject to modified rules of operation. In this embodiment, if the user activates the Back 24 function, the user does not connect to the previously viewed page; rather, the user connects to site A. Similarly, if the user attempts to exit the web site currently being viewed via the Exit 54 function, the user will be directed to site B. Sites A and B can be any location predetermined by the provider, including, but not limited to, a part of the current site, for example, a different page; a different site; or a previously viewed site. In some embodiments, one or both of sites A and B contain traffic controlled links 50 such that the communication link of the user can be further directed. In other preferred embodiments, neither site contains traffic controlled links 50 such that the user's communication link is no longer directed.